Media Backgrounder for

FOODFINDERGA

GENESIS OF FOODFINDER GA

When Jack Griffin was 15, he watched a 60 Minutes program about a family whose late mother's medical bills left the family bankrupt, living in a truck, not knowing where their next meal would come from. He began researching the struggles of low-income and homeless families. The result of his research and three years of determination is FoodFinderGA, a significant improvement in the quest to help kids who are hungry locate free food resources.

STORY IDEAS

1. Try it out yourself. Download the app and test it. Write a story to update your audience about how many families, particularly children, live without knowing if they'll always have three meals a day. Tell your audience how to donate/access food resources, including the FoodFinderGA web and phone app.
2. Find a first responder (school counselor, food bank staff, church pantry manager) in your area, tell them about the app, have them download and try it out. Interview them about their perspective on the need and how much it will help kids who are hungry.
3. Interview Jack Griffin, founder of FoodFinderGA about how his vision expanded from Gwinnett County to the state of Georgia and plans to launch the app nationally.

FAST FACTS

- Watch a video of the app in action.
- The phone app was just released in Summer 2016. **Download the app for free -** iOS and Android.
- FoodFinderGA is a 501(c)(3) nonprofit organization. Tax-deductible donations can be made online at www.foodfinderga.org.
- Founder Jack Griffin is 18 years old, a Georgia native and a graduate of Peachtree Ridge High School. He's a student at the University of Michigan's Ross School of Business.
- FoodFinderGA.org was funded by an initial IndieGoGo campaign and the FoodFinderGA app was funded by a grant from the Arby's Foundation.
- Jack Griffin/FoodFinderGA has been recognized with the 2015 Kids Who Care Award for making a difference in the Atlanta community and the 2014 TAG Excalibur Award for Most Creative Solution to a Problem using Technology.